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ABSTRACT

Included in this document are two competency-based tests created to evaluate candidates for Basic Media Endorsement and Professional Media Endorsement. There are two forms for each test, and each test emphasizes the skills required to evaluate and select media materials. Questions can be answered in writing, orally, or on audio cassette tapes, and answers are intended to be evaluated by a team of three judges. (EMH)

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CRITERION BASED REFERENCE TESTING FOR EVALUATION AND SELECTION OF INSTRUCTIONAL MATERIALS

Barry Willis
July 21, 1976

UTAH STATE UNIVERSITY

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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INSTRUCTIONS

FOR BOTH THE BASIC MEDIA ENDORSEMENT TEST AND THE PROFESSIONAL ENDORSEMENT TEST DEALING WITH:

EVALUATION AND SELECTION

These criterion based competency tests for evaluation and selection have been developed in such a way that the candidate taking the test may complete it either in written form, orally, or with the aid of an audio cassette tape. it is up to the candidate to decide which medium he/she chooses to utilize when taking the test.

FORMS ONE AND TWO

Two forms of this test have been created for Basic Media Endorsement with two additional test forms developed for Professional Media Endorsement. Before qualifying to take the Professional Media Endorsement test, the candidate must have successfully completed the test dealing with Basic Media Endorsement.

In order to "pass" one of the tests, the candidate must have scored, to the satisfaction of the evaluator's, satisfactorily on every question within that individual test. As stated above, competency will be decided by the team of evaluator's analyzing the results of the tests.

The candidate may choose the form of the particular test category (i.e. Basic Media Endorsement and Professional Media Endorsement) he/she is taking. Two forms of each testing category have been provided.

TIME LIMITS FOR TESTING

A two hour time limit has been set for the Basic Media Endorsement test with a forty-five minute time limit allotted for the Professional Media Endorsement test.

EVALUATION

Because there are so many possible answers for each test item, only sample answers have been provided in efforts to give the panel of evaluator's a general idea of the type of answer the candidate should respond with.

A panel of three evaluator's will analyze the responses of the candidate. Following this evaluation, it is suggested that the panel meet personally with the candidate to discuss results of the test.

Because of the nature of the tests, it is imperative that the evaluator's have an adequate background in the field of evaluation and selection.

MATERIALS NEEDED FOR TESTING

In order to complete these tests certain materials, available at each testing location, will be needed. These necessary materials include a variety of selection tools, (Booklist, Library Journal, etc.), for objective One of the Basic Media Endorsement test, and audio tapes, books, periodicals, newspapers, reference books and 16MM films for Objective One of the Professional Media Endorsement test.

In addition, the following hardware will be needed for Objective One of the Professional Media Endorsement test:

Form One: One - 16MM Sound Movie Projector

Form Two: One - 35MM Slide Projector
One - Cassette Tape Recorder

BIBLIOGRAPHY

An individual, objective based, bibliography has been prepared for the Basic Media Endorsement test with another developed for the Professional Media Endorsement test.

The individual bibliographies provide background information on the objectives included with each test form.

BASIC MEDIA ENDORSEMENT

CRITERIA TEST

EVALUATION & SELECTION

FORM 1

CANDIDATES NAME

EVALUATOR'S NAME

EVALUATOR'S NAME

EVALUATOR'S NAME

LEVEL OF EDUCATIONAL PREPARATION
(ELEMENTARY/SECONDARY)

CANDIDATE: THIS TESTING PACKAGE CONTAINS SEVEN QUESTIONS DEVELOPED BY THE UTAH STATE BOARD OF EDUCATION TO MONITOR THE PROFICIENCY OF CANDIDATES IN THE AREA OF EVALUATION AND SELECTION OF INSTRUCTIONAL MATERIALS.

ANSWER EACH OF THE NINE TEST ITEMS DESCRIBED ON THE FOLLOWING PAGES IN THE BLUE BOOK PROVIDED.

TIME LIMIT: _____

OBJECTIVE ONE

GIVEN THE OPPORTUNITY TO PICK FIVE SELECTION TOOLS OF THE CANDIDATES CHOICE FOR THE LEVEL OF HIS EDUCATIONAL PREPARATION, SAID CANDIDATE WILL IDENTIFY TOOLS CHOSEN AS TO CONTENT AND EXPLAIN RATIONALE FOR SELECTING EACH.

TEST ITEM:

IDENTIFY AS TO CONTENT AND EXPLAIN SELECTION RATIONALE FOR EACH OF THE FIVE TOOLS YOU HAVE CHOSEN.

OBJECTIVE TWO

GIVEN FOUR OF THE ELEVEN CATEGORIES LISTED BELOW, CANDIDATE WILL IDENTIFY AS TO CONTENT, INCLUDING FULL ORDERING INFORMATION, TARGET EDUCATIONAL LEVEL AND SELECTION RATIONALE, THREE TITLES IN EACH CATEGORY. CANDIDATE MAY SELECT TITLES USING THE TOOLS OF HIS CHOICE.

PROGRAMMED MATERIALS	SLIDES AND FILMSTRIPS	REFERENCE BOOKS, INCLUDING ONE SET OF ENCYCLOPEDIAS
8MM LOOP FILMS	OVERHEAD TRANSPARENCIES	INSTRUCTIONAL TELEVISION PROGRAMS
STUDY PRINTS	MOTION PICTURES (16MM SOUND)	PRE-RECORDED AUDIO TAPES
FICTION BOOKS	NON-FICTION BOOKS	

TEST ITEM:

FICTION BOOKS

AUDIO TAPES

SLIDES & FILMSTRIPS

MOTION PICTURES (16MM SOUND)

SELECT THREE TITLES IN EACH OF THE FOUR CATEGORIES LISTED ABOVE USING TOOLS OF YOUR CHOICE. INCLUDE FULL ORDERING INFORMATION, TARGET EDUCATIONAL LEVEL AND SELECTION RATIONALE FOR EACH ITEM CHOSEN.

OBJECTIVE THREE

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF PROFESSIONAL JOURNALS BY LISTING AND DESCRIBING AS TO SCOPE AND CONTENT, FIVE JOURNALS OF SPECIFIC INTEREST TO THE MEDIA SPECIALIST AND FIVE OF SPECIFIC INTEREST TO THE TEACHER.

TEST ITEM:

LIST AND DESCRIBE AS TO CONTENT, FIVE PROFESSIONAL JOURNALS OF SPECIFIC INTEREST TO THE MEDIA SPECIALIST AND FIVE OF SPECIFIC INTEREST TO THE CLASSROOM TEACHER.

OBJECTIVE FOUR

CANDIDATE WILL DEMONSTRATE HIS UNDERSTANDING OF TECHNIQUES USED TO INVOLVE STUDENTS AND FACULTY IN THE SELECTION PROCESS BY IDENTIFYING SIX TECHNIQUES USED TO ACCOMPLISH THIS GOAL.

TEST ITEM:

1. VISIT TEACHERS OFTEN IN THEIR ROOMS TO SEE WHAT MATERIALS THEY WOULD LIKE TO SEE IN THE MEDIA CENTER.

2. SELECT STUDENTS AND TEACHERS TO SIT ON THE SELECTION COMMITTEE RANDOMLY WITHOUT DISCUSSING COMMITTEE RESPONSIBILITIES WITH THEM.

3. INVITE STUDENTS AND TEACHERS TO READ AND EVALUATE NEW MATERIALS.

4. HAVE STUDENTS AND TEACHERS FILL OUT QUESTIONAIRES TO FIND OUT WHAT MATERIALS THEY FEEL ARE NEEDED IN THE MEDIA CENTER.

5. WAIT FOR STUDENTS AND TEACHERS TO APPROACH YOU REGARDING EVALUATION AND SELECTION.

6. MAKE STUDENTS AND TEACHERS AWARE OF EVALUATION AND SELECTION TOOLS.

7. PAY STUDENTS AND FACULTY TO JOIN THE SELECTION COMMITTEE.

8. MAKE IT A RULE THAT NEW TEACHERS ARE AUTOMATICALLY MEMBERS OF THE SELECTION COMMITTEE FOR A PERIOD OF TWO YEARS FOLLOWING THE DATE THEY ARE HIRED.

9. THROUGH THE PRINCIPAL, ORGANIZE A FORMAL SELECTION COMMITTEE. MEET REGULARLY FOR MEETINGS. HAVE A ROTATING MEMBERSHIP AND TEACH NEW COMMITTEE MEMBERS METHODS FOR EVALUATING AND SELECTING MATERIALS.

10. ANNOUNCE ONE TIME YEARLY, AT THE ANNUAL ORIENTATION MEETING, THAT YOU WILL TAKE APPLICATIONS FOR APPOINTMENT TO THE SELECTION COMMITTEE.

IDENTIFY THE SIX STATEMENTS OF THE TEN LISTED ABOVE REFLECTING TECHNIQUES USED BY THE MEDIA SPECIALIST TO INVOLVE STUDENTS AND FACULTY IN THE SELECTION PROCESS.

OBJECTIVE FIVE

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF DIFFERENT SELECTION TOOLS BY SELECTING TEN SUCH TOOLS CONTAINING ANNOTATIONS OR REVIEWS OF MATERIALS.

TEST ITEM:

IDENTIFY TEN TOOLS USEFUL IN SELECTION BECAUSE THEY CONTAIN ANNOTATIONS OR MATERIAL REVIEWS.

OBJECTIVE SIX

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF JOBBERS (DISTRIBUTORS) AND PUBLISHERS (PRODUCERS) BY DESCRIBING THE ACTIVITIES OF EACH AND BY GIVING TWO EXAMPLES OF EACH CATEGORY. CANDIDATE WILL THEN SPECIFY THOSE TYPES OF MATERIALS NOT USUALLY AVAILABLE THROUGH JOBBERS.

TEST ITEM:

IDENTIFY TWO JOBBERS (DISTRIBUTORS) AND TWO PUBLISHERS (PRODUCERS) AND SPECIFY THOSE TYPES OF MATERIALS NOT USUALLY AVAILABLE THROUGH JOBBERS.

OBJECTIVE SEVEN

SELECTING THE MEDIUM OF HIS CHOICE (AUDIO RECORDINGS, INSTRUCTIONAL FILMS, ETC.) CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF THE PURPOSE AND FORMAT OF EVALUATION FORMS, BY IDENTIFYING THE NECESSARY ELEMENTS OF AN EVALUATION

AND DEVELOPING AN EVALUATION FORM FOR THE MEDIUM SELECTED, INCLUDING SUFFICIENT INFORMATION TO COMPLETELY EVALUATE THAT MEDIUM.

TEST ITEM:

IDENTIFY NECESSARY ELEMENTS OF AN EVALUATION FORM. SELECT A MEDIUM (I.E. AUDIO RECORDINGS, INSTRUCTIONAL FILMS, ETC.) AND DEVELOP AN EVALUATION FORM FOR THAT MEDIUM INCLUDING ALL INFORMATION NEEDED TO EFFECTIVELY EVALUATE THAT MEDIUM.

BASIC MEDIA ENDORSEMENT

CRITERIA TEST

EVALUATION & SELECTION

FORM 2

_____
CANDIDATES NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
LEVEL OF EDUCATIONAL PREPARATION
(ELEMENTARY/SECONDARY)

CANDIDATE: THIS TESTING PACKAGE CONTAINS SEVEN QUESTIONS DEVELOPED BY THE UTAH STATE BOARD OF EDUCATION TO MONITOR THE PROFICIENCY OF CANDIDATES IN THE AREA OF EVALUATION AND SELECTION OF INSTRUCTIONAL MATERIALS.

ANSWER EACH OF THE NINE TEST ITEMS DESCRIBED ON THE FOLLOWING PAGES IN THE BLUE BOOK PROVIDED.

TIME LIMIT: _____

OBJECTIVE ONE

GIVEN THE OPPORTUNITY TO PICK FIVE SELECTION TOOLS OF THE CANDIDATE'S CHOICE FOR THE LEVEL OF HIS EDUCATIONAL PREPARATION, SAID CANDIDATE WILL IDENTIFY TOOLS CHOSEN AS TO CONTENT AND EXPLAIN RATIONALE FOR SELECTING EACH.

TEST ITEM:

WITHOUT REFERING TO THE FIVE TOOLS YOU PRE-SELECTED, IDENTIFY EACH OF THE FIVE TOOLS CHOSEN AS TO CONTENT, INCLUDING FREQUENCY, SPECIAL FEATURES, ETC. INCLUDE SELECTION RATIONALE FOR EACH TOOL CHOSEN.

OBJECTIVE TWO

GIVEN FOUR OF THE ELEVEN CATEGORIES LISTED BELOW, CANDIDATE WILL IDENTIFY AS TO CONTENT, INCLUDING FULL ORDERING INFORMATION, TARGET EDUCATIONAL LEVEL AND SELECTION RATIONALE, THREE TITLES IN EACH CATEGORY. CANDIDATE MAY SELECT TITLES USING THE TOOLS OF HIS CHOICE.

PROGRAMMED MATERIALS	SLIDES AND FILMSTRIPS	REFERENCE BOOKS, INCLUDING ONE SET OF ENCYCLOPEDIAS
8MM LOOP FILMS	MOTION PICTURES (16MM SOUND)	PRE-RECORDED AUDIO TAPES
STUDY PRINTS	OVERHEAD TRANSPARENCIES	INSTRUCTIONAL TELEVISION PROGRAMS
FICTION BOOKS	NON-FICTION BOOKS	

TEST ITEM:

REFERENCE BOOKS, INCLUDING ONE SET OF ENCYCLOPEDIAS

PROGRAMMED MATERIALS

8MM LOOP FILMS

INSTRUCTIONAL TELEVISION PROGRAMS

SELECT THREE TITLES IN EACH OF THE FOUR CATEGORIES LISTED ABOVE USING TOOLS OF YOUR CHOICE. INCLUDE FULL ORDERING INFORMATION, TARGET ECUDATIONAL LEVEL AND SELECTION RATIONALE FOR EACH ITEM CHOSEN.

OBJECTIVE THREE

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF PROFESSIONAL JOURNALS BY LISTING AND DESCRIBING AS TO SCOPE AND CONTENT, FIVE JOURNALS OF SPECIFIC INTEREST TO THE MEDIA SPECIALIST AND FIVE OF SPECIFIC INTEREST TO THE TEACHER.

TEST ITEM:

LIST AND DESCRIBE AS TO CONTENT FIVE PROFESSIONAL JOURNALS OF SPECIFIC INTEREST TO THE MEDIA SPECIALIST AND FIVE OF SPECIFIC INTEREST TO THE CLASSROOM TEACHER.

OBJECTIVE FOUR

CANDIDATE WILL DEMONSTRATE HIS UNDERSTANDING OF TECHNIQUES USED TO INVOLVE STUDENTS AND FACULTY IN THE SELECTION PROCESS BY IDENTIFYING SIX TECHNIQUES USED TO ACCOMPLISH THIS GOAL.

TEST ITEM:

IDENTIFY AND EXPLAIN SIX TECHNIQUES USED BY THE MEDIA SPECIALIST TO INVOLVE STUDENTS AND FACULTY IN THE SELECTION PROCESS.

OBJECTIVE FIVE

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF DIFFERENT SELECTION TOOLS BY SELECTING TEN SUCH TOOLS CONTAINING ANNOTATIONS OR REVIEWS OF MATERIALS.

TEST ITEM:

IDENTIFY FIVE TOOLS USEFUL IN SELECTING MEDIA SOFTWARE BECAUSE THEY CONTAIN ANNOTATIONS OR MATERIAL REVIEWS AND FIVE TOOLS USEFUL IN SELECTING PRINT ITEMS BECAUSE THEY CONTAIN ANNOTATIONS OR MATERIAL REVIEWS.

OBJECTIVE SIX

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF JOBBERS (DISTRIBUTORS) AND PUBLISHERS (PRODUCERS) BY DESCRIBING THE ACTIVITIES OF EACH AND BY GIVING TWO EXAMPLES OF EACH CATEGORY. CANDIDATE WILL THEN SPECIFY THOSE TYPES OF MATERIALS NOT USUALLY AVAILABLE THROUGH JOBBERS.

TEST ITEM:

DESCRIBE THE ACTIVITIES OF JOBBERS AND PUBLISHERS, GIVE TWO EXAMPLES OF EACH AND SPECIFY THE TYPES OF MATERIALS NOT USUALLY AVAILABLE THROUGH JOBBERS.

OBJECTIVE SEVEN

SELECTING THE MEDIUM OF HIS CHOICE (AUDIO RECORDINGS, INSTRUCTIONAL FILMS, ETC.) CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF THE PURPOSE AND FORMAT OF EVALUATION FORMS, BY IDENTIFYING THE NECESSARY ELEMENTS OF AN EVALUATION AND DEVELOPING AN EVALUATION FORM FOR THE MEDIUM SELECTED, INCLUDING SUFFICIENT INFORMATION TO COMPLETELY EVALUATE THAT MEDIUM.

TEST ITEM:

IDENTIFY NECESSARY ELEMENTS OF AN EVALUATION FORM. SELECT A MEDIUM (I.E. AUDIO RECORDINGS, INSTRUCTIONAL FILMS, ETC.) AND DEVELOP AN EVALUATION FORM FOR THAT MEDIUM INCLUDING ALL INFORMATION NEEDED TO EFFECTIVELY EVALUATE THAT MEDIUM.

BASIC MEDIA ENDORSEMENT

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PROFESSIONAL MEDIA ENDORSEMENT

CRITERIA TEST

EVALUATION & SELECTION

FORM I

_____
CANDIDATES NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
LEVEL OF EDUCATIONAL PREPARATION
(ELEMENTARY/SECONDARY)

CANDIDATE: THIS TESTING PACKAGE CONTAINS TWO QUESTIONS DEVELOPED BY THE UTAH STATE BOARD OF EDUCATION TO MONITOR THE PROFICIENCY OF CANDIDATES IN THE AREA OF EVALUATION AND SELECTION OF INSTRUCTIONAL MATERIALS.

ANSWER EACH OF THE NINE TEST ITEMS DESCRIBED ON THE FOLLOWING PAGES IN THE BLUE BOOK PROVIDED.

TIME LIMIT: _____

NOTE: THE OBJECTIVES DEALING WITH THE BASIC MEDIA ENDORSEMENT MUST BE PASSED BEFORE QUALIFYING FOR THE PROFESSIONAL MEDIA ENDORSEMENT.

OBJECTIVE ONE

WHEN GIVEN ANY THREE EXAMPLES OF MEDIA, I.E. BOOKS, REFERENCE TOOLS, PERIODICALS, NEWSPAPERS, FILMSTRIPS, SLIDES, TRANSPARENCIES, VIDEO TAPES, AUDIO TAPES, PROGRAMMED MATERIALS, 16MM FILMS, ETC., CANDIDATE WILL:

(A) IDENTIFY, ON HIS LEVEL OF EDUCATIONAL PREPARATION (ELEMENTARY/SECONDARY), A MINIMUM OF THREE EVALUATIVE CRITERIA HE FEELS VITAL IN SELECTING MATERIALS IN EACH OF THE THREE EXAMPLES PRESENTED. NOTE: CONTENT VALIDITY MAY NOT BE INCLUDED AS ONE OF THE THREE EVALUATIVE CRITERIA.

(B) GIVEN THE CRITERIA IDENTIFIED, EVALUATE THE ITEMS.

(C) LIST A MINIMUM OF THREE SUGGESTED OBJECTIVES FOR EACH EXAMPLE.

(D) STATE THE CONDITIONS UNDER WHICH EACH OF THE ITEMS SHOULD BE PURCHASED.

TEST ITEM:

BOOKS

PERIODICALS

16MM FILMS

FOR THE LEVEL OF YOUR PROFESSIONAL PREPARATION (ELEMENTARY/SECONDARY):

(A) LIST A MINIMUM OF THREE EVALUATIVE CRITERIA YOU CONSIDER IMPORTANT WHEN SELECTING MATERIALS IN EACH OF THE THREE CATEGORIES LISTED ABOVE. NOTE: CONTENT VALIDITY MAY NOT BE INCLUDED AS ONE OF THE THREE EVALUATIVE CRITERIA.

(B) EVALUATE THE MEDIA LISTED ABOVE USING THE CRITERIA YOU IDENTIFIED IN SECTION "A."

(C) LIST A MINIMUM OF THREE SUGGESTED OBJECTIVES FOR EACH EXAMPLE.

(D) STATE THE CONDITIONS UNDER WHICH EACH OF THE ITEMS SHOULD BE PURCHASED.

OBJECTIVE TWO

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF SELECTION STRATEGY BY EXPLAINING THE RATIONALE FOR THE FOLLOWING SELECTION GUIDELINE:

"A MEDIUM OF INSTRUCTION MUST BE SELECTED FOR UTILIZATION ON THE BASIS OF ITS POTENTIAL FOR IMPLEMENTING A STATED MEASURABLE OBJECTIVE."

TEST ITEM:

EXPLAIN THE RATIONALE FOR THE FOLLOWING SELECTION GUIDELINE:

"A MEDIUM OF INSTRUCTION MUST BE SELECTED FOR UTILIZATION ON THE BASIS OF ITS POTENTIAL FOR IMPLEMENTING A STATED MEASURABLE OBJECTIVE."

PROFESSIONAL MEDIA ENDORSEMENT

CRITERIA TEST

EVALUATION & SELECTION

FORM 2

_____
CANDIDATES NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
EVALUATOR'S NAME

_____
LEVEL OF EDUCATIONAL PREPARATION
(ELEMENTARY/SECONDARY)

CANDIDATE: THIS TESTING PACKAGE CONTAINS TWO QUESTIONS DEVELOPED BY THE UTAH STATE BOARD OF EDUCATION TO MONITOR THE PROFICIENCY OF CANDIDATES IN THE AREA OF EVALUATION AND SELECTION OF INSTRUCTIONAL MATERIALS.

ANSWER EACH OF THE NINE TEST ITEMS DESCRIBED ON THE FOLLOWING PAGES IN THE BLUE BOOK PROVIDED.

TIME LIMIT: _____

NOTE: THE OBJECTIVES DEALING WITH THE BASIC MEDIA ENDORSEMENT MUST BE PASSED BEFORE QUALIFYING FOR THE PROFESSIONAL MEDIA ENDORSEMENT.

OBJECTIVE ONE

WHEN GIVEN ANY THREE EXAMPLES OF MEDIA, I.E. BOOKS, REFERENCE TOOLS, PERIODICALS, NEWSPAPERS, FILMSTRIPS, SLIDES, TRANSPARENCIES, VIDEO TAPES, AUDIO TAPES, PROGRAMMED MATERIALS, 16MM FILMS, ETC., CANDIDATE WILL

(A) IDENTIFY, ON HIS LEVEL OF EDUCATIONAL PREPARATION (ELEMENTARY/SECONDARY), A MINIMUM OF THREE EVALUATIVE CRITERIA HE FEELS VITAL IN SELECTING MATERIALS IN EACH OF THE THREE CATEGORIES LISTED. NOTE: CONTENT VALIDITY MAY NOT BE INCLUDED AS ONE OF THE THREE EVALUATIVE CRITERIA.

(B) GIVEN THE CRITERIA IDENTIFIED, EVALUATE THE ITEMS.

(C) LIST A MINIMUM OF THREE SUGGESTED OBJECTIVES FOR EACH EXAMPLE.

(D) STATE THE CONDITIONS UNDER WHICH EACH OF THE ITEMS SHOULD BE PURCHASED.

TEST ITEM:

REFERENCE TOOLS

SLIDES

AUDIO TAPES

FOR THE LEVEL OF YOUR EDUCATIONAL PREPARATION (ELEMENTARY/SECONDARY):

(A) LIST A MINIMUM OF THREE EVALUATIVE CRITERIA YOU CONSIDER IMPORTANT WHEN SELECTING MATERIALS IN EACH OF THE THREE CATEGORIES LISTED ABOVE. NOTE: CONTENT VALIDITY MAY NOT BE INCLUDED AS ONE OF THE THREE EVALUATIVE CRITERIA.

(B) EVALUATE THE MEDIA SELECTED USING THE CRITERIA YOU SELECTED IN SECTION "A."

(C) LIST A MINIMUM OF THREE SUGGESTED OBJECTIVES FOR EACH EXAMPLE.

(D) STATE THE CONDITIONS UNDER WHICH EACH OF THE ITEMS SHOULD BE PURCHASED.

OBJECTIVE TWO

CANDIDATE WILL DEMONSTRATE HIS KNOWLEDGE OF SELECTION STRATEGY BY EXPLAINING THE RATIONALE FOR THE FOLLOWING SELECTION GUIDELINE:

"A MEDIUM OF INSTRUCTION MUST BE SELECTED FOR UTILIZATION ON THE BASIS OF ITS POTENTIAL FOR IMPLEMENTING A STATED MEASURABLE OBJECTIVE."

TEST ITEM:

EXPLAIN THE RATIONALE FOR THE FOLLOWING SELECTION GUIDELINE:

"A MEDIUM OF INSTRUCTION MUST BE SELECTED FOR UTILIZATION ON THE BASIS OF ITS POTENTIAL FOR IMPLEMENTING A STATED MEASURABLE OBJECTIVE."

PROFESSIONAL MEDIA ENDORSEMENT

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OBJECTIVE ONE

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